The outdoor classroom of Dumfries is home to tourism and sustainability at the University and set in a culturally rich region.

Entry requirements
2.1 Honours degree or equivalent qualification in any subject.

How to apply
To make an application to the University of Glasgow, go to: glasgow.ac.uk/pgapply
For any enquiries please contact: business-mscprofpathways@glasgow.ac.uk

JOIN US AND MAKE YOUR MARK

MANAGEMENT & SUSTAINABLE TOURISM
MSc

Adam Smith Business School
glasgow.ac.uk/business
School of Interdisciplinary Studies
glasgow.ac.uk/duifwss

University of Glasgow charity number SC004401

THE UNIVERSITY OF GLASGOW
GOOD REPUTATION 4 YEARS RUNNING

WORLDCHANGERS WELCOME
MANAGEMENT & SUSTAINABLE TOURISM
MSc: 12 months full-time

This programme will provide you with an understanding of the contemporary issues impacting on the tourism industry, and will explore the cultural, environmental and sustainability dimensions of tourism and leisure. By the end, you will have the managerial and service-related knowledge and understanding to participate in, and develop internationally attractive tourism offerings.

What will I get from this programme?

- You will develop an understanding of the importance of the sustainability of the region’s culture and attractions.
- You will gain an understanding of the significance of sustainable development, and an appreciation of the different management functions: marketing, human resources and international business.
- You will be able to develop your theoretical knowledge of models and concepts relevant to service management and sustainable tourism, including skills applicable to real world scenarios.
- Through a critical and reflective approach, you will be able to identify potential opportunities for sustainable futures.
- The programme will introduce you to a range of theories, concepts and methodological approaches across disciplines.
- Through industry engagement, you will be able to embed learning and development within the dynamic context of tourism related research, practice and policy-making.
- You will address a key issue facing communities, industry and government, and learn how best to develop tourism potential without endangering the surrounding infrastructure and environment.
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- There will be opportunities to visit various organisations in the tourism and heritage industry such as Annandale Distillery, Big Burns Supper, Ewart Library and The Hunterian.
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Why Glasgow

This degree is offered as a partnership between the Adam Smith Business School and School of Interdisciplinary Studies, drawing on the University’s research strengths in management and sustainability. By the end, you will have the managerial and service-related knowledge and understanding to participate in, and develop internationally attractive tourism offerings.

In semester one you will study at the Adam Smith Business School in Glasgow. Semester two will be spent at the School of Interdisciplinary Studies in Dumfries. The summer months can be spent either in Glasgow or Dumfries, depending on your dissertation/project topic.

Core courses
- Business finance
- Contemporary issues in human resource management
- Events management
- Managing creativity and innovation
- Managing strategic change
- Operations management
- Service delivery risk and resilience
- Tourism sustainability and climate change.

Optional courses
- Environmental ethics and behavioural change
- Environmental politics and society
- Sustainable heritage management
- Tourism marketing.

Career prospects

By the end of the programme, you will have developed the necessary graduate attributes to become a tourism professional capable of dealing with the challenges posed by environmental, social and economic change. By the end, you will have developed the necessary graduate attributes to become a tourism professional capable of dealing with the challenges posed by environmental, social and economic change.

Studying in Dumfries

The Dumfries Campus is set in the leafy West End of Dumfries and is home to the triple accredited Adam Smith Business School. The campus is set in 85 acres of leafy parkland with stunning views to the Solway estuary and hills, and it is within easy reach of the historic town centre. As well as stunning scenery and recreation, our local landscape and heritage is an important real-life laboratory for teaching and research.

Studying in Dunmurry

The Dunmurry Campus in South West Scotland is home to the School of Interdisciplinary Studies. Here, you will be able to develop your theoretical knowledge of models and concepts relevant to service management and sustainable tourism, including skills applicable to real-world scenarios. You will also be equipped to pursue further study through doctoral research.

Programme structure

You will take eight core courses and one optional course, followed by a piece of independent work, either in the form of a dissertation or a project. Your learning experience will be enhanced through a variety of extra-curricular activities, including seminar programmes, study visits and project orientated internships.

Core courses
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- Contemporary issues in human resource management
- Events management
- Managing creativity and innovation
- Managing strategic change
- Operations management
- Service delivery risk and resilience
- Tourism sustainability and climate change.

Optional courses
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glasgow.ac.uk/pg/managementandsustainabletourism

Adam Smith Business School is triple accredited.